

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT INTERNATIONAL, INC.

Ad No. 2086-Belt & Buckle Offer-Reg. No. 32427-Page 1000-B&W-8 1/2 x 11 in-Trade Publications, 1972 (A)

Printed in U.S.A.



Announcing another great consumer promotion.

The Marlboro Belt & Buckle Offer.

We've taken a specially designed hand-brushed, antique-finished Marlboro Buckle and hitched it to a top-grain steerhide leather belt.

We're offering it to your customers for only \$4.50 (plus 2 end labels from any pack or box of Marlboro) through strong point-of-sale and extensive media exposure with four color ads in

Playboy, True, Motor Trend and Sports Illustrated. Total circulation of over 9 million.

Marlboro is the fastest growing major cigarette brand in the U.S. with sales in 1972 up 17%. So don't get caught short. Take advantage of the additional sales that will come from this Belt & Buckle Offer.



Philip Morris USA

Don't be caught short
on Philip Morris brands.
Your customers won't like
it, and neither will you.

